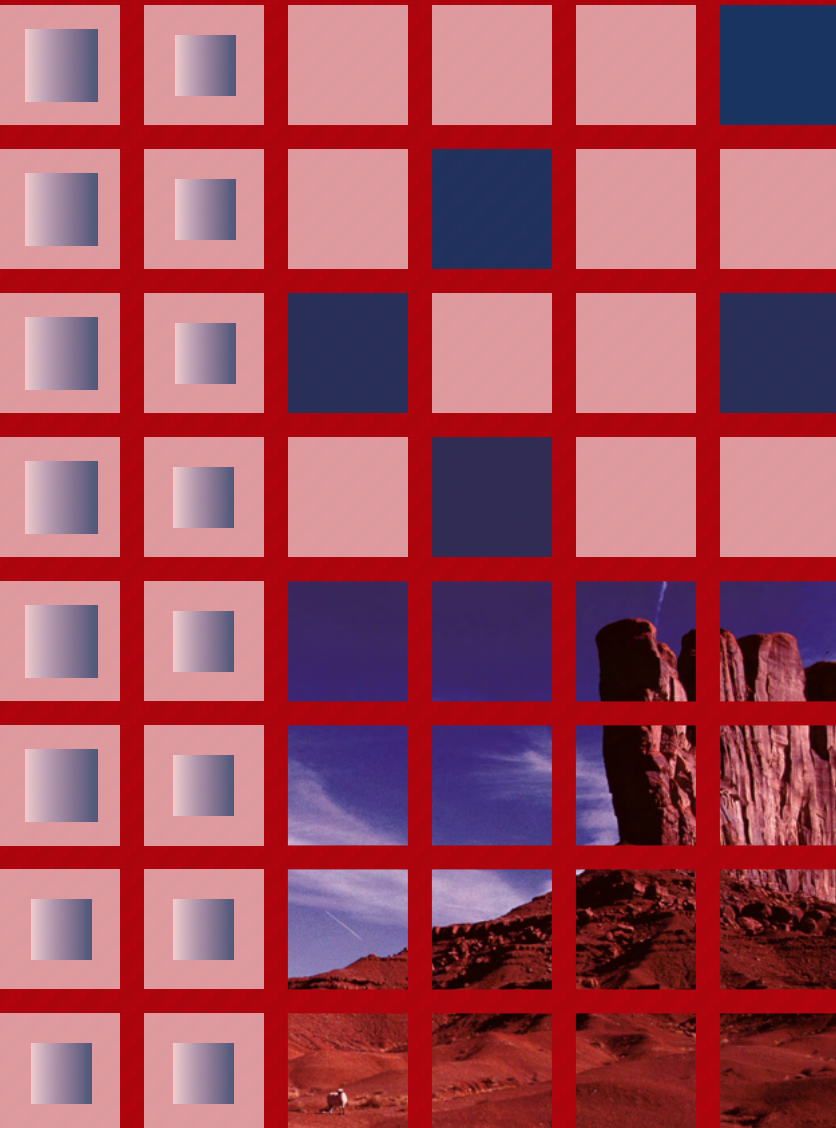


Consumer
COMMUNICATIONS
GUIDE



JC Printing

managing the science of printing





JC Printing

managing the science of printing

4029 N. 32nd St. • Phoenix, AZ 85018

PRST STD
US POSTAGE

PAID

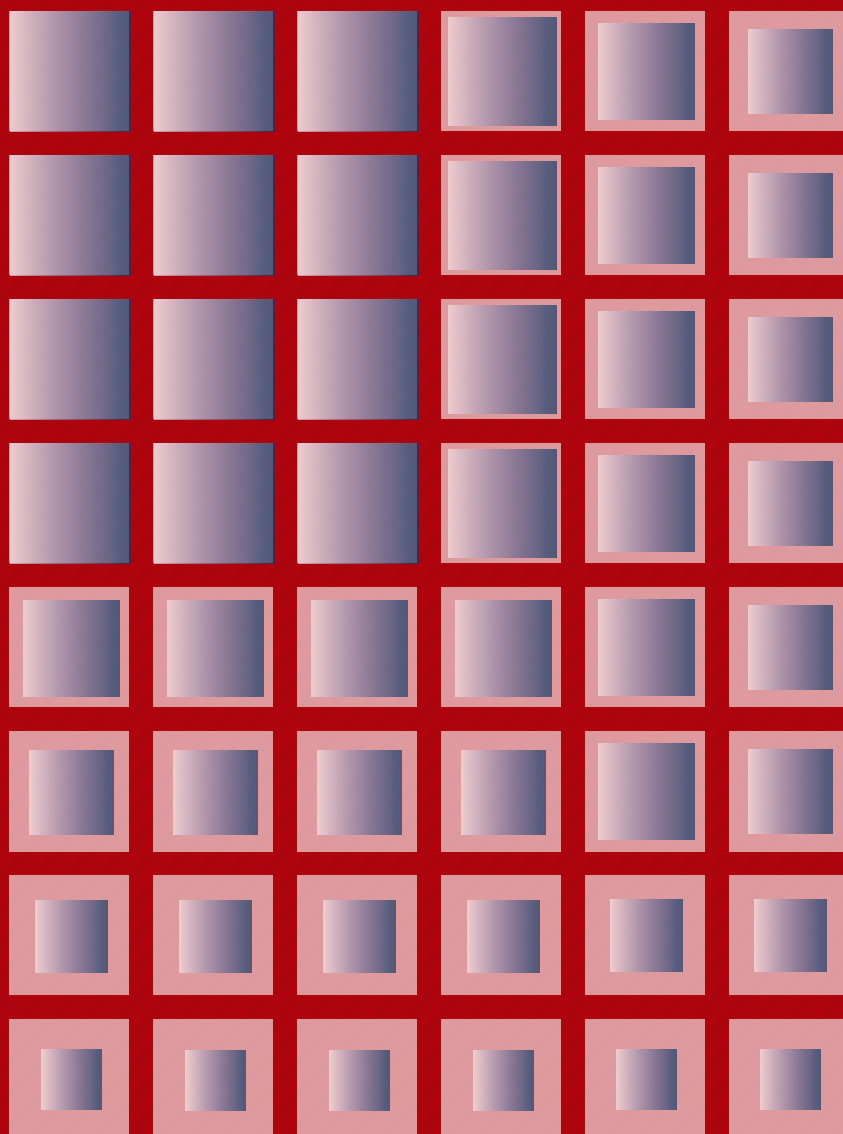
Phoenix, AZ
Permit #5514

09/2022

Who Are We?

Serving Arizona since 1988, we have continued to grow and respond to our customers' needs by keeping up with the changes in communication and technology.

Our experienced and knowledgeable customer service representatives will discuss your ideas and help you make informed printing decisions, allowing for the best possible product within your budget and deadline. Our entire staff takes great pride in producing a quality, printed product that both our employees and customers can be proud of.



abstract blocks concept | awilda rodriguez
cover photography | paolo sanza

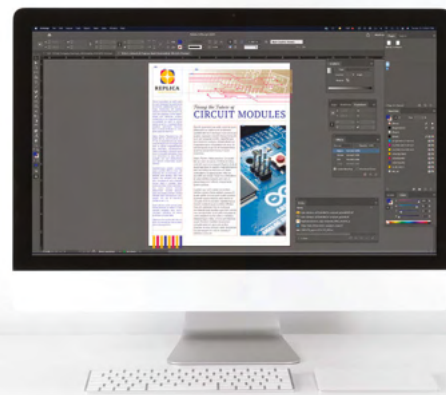
PRE-PRESS & PRINT *Services*

DIGITAL artwork

Whether you are providing ready-to-print digital files or only have a conceptual idea, collaboration with our design team can help you transform your ideas into your desired product.

With the vast array of fonts and stock imagery available out on the market, your supplied content is amplified by incorporating these elements together to achieve a unique design identifying the vision of your business.

The primary focus of our graphics department is to provide effective design solutions that meet your communication, budgetary, and scheduling objectives.



“Roughly half of all files sent to the printer cannot be output exactly as delivered.”

DIGITAL pre-press

Whatever the reasons, unanticipated design issues could result in costly print and finishing delays.

We offer a wide variety of prepress services including: **missing font correction, relink missing images, image and element replacement, color correction, image retouching, readjusting bleeds and most late-stage design changes.**

With the technical background of our graphics department, supplied artwork adjustments are possible when issues arise in the printing stages of your project.

We utilize apps from Adobe Creative Cloud® services.

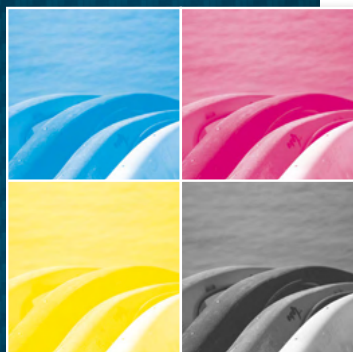


RICH COLOR offset & digital printing

The offset printing department works with 2, 4, and 6 color presses. We can print a variety of products such as newspapers, magazines, books, brochures, folders, advertising materials, catalogues, calendars, posters, business cards, packagings, forms, etc.

We also offer short-run/on-demand full color and black and white printing services of run orders for 5,000 or less impressions.

We also offer foil stamping, embossing, and spot UV coating. Our company is a leader in the printing services in Arizona.



Our RIP & Digital Print system:



LARGE *Format*

HP Scitex FB750 Printer



- STORE FRONT GRAPHICS
- DISPLAYS & BANNERS
- FEATHER FLAGS
- EVENT TENTS
- COROPLAST & FOAMBOARD SIGNS



- **What is Large Format Printing?**

This type of print is usually anything sized over 13"x 19" imaging area.

- **Examples of Large Format?**

Examples include but not limited to: *A-Frame signs, hanging banners, feather flags, event tents, poster board prints, perforated window signage, banner stands.*

- **Substrate types for Large Format?**

80/100mil matte or gloss paper, canvas, vinyl laminated, and direct to foamcore or coroplast substrates to name a few.

- **What file types are needed for Large Format Printing?**

Ideally, we would suggest art files that are created to the size needed from professional design software, such as: *Adobe InDesign, Illustrator, Photoshop or Corel Draw* and then supplying a Press Quality PDF document for optimal output results. We will also accept files created from *Microsoft Word, Publisher, Powerpoint*, but be warned, there can be issues with resizing, image resolution and color quality, which will result in extra pre-press fees to resolve issues for best output quality. Please consult with one of our sales staff upon submitting these file types.

- **What about image resolution?**

Because viewing distance and file size is a factor for most large format, raster images used are generally reduced from 300dpi to a lower resolution down to a minimum of 72dpi.



CANON
imagePROGRAF PRO-4100



VINYL Wraps

"Next to **online advertising**, graphics on **vehicle wraps** come in #2 in reach, averaging **30,000 to 70,000*** impressions per day."

(*stat from OAAA)

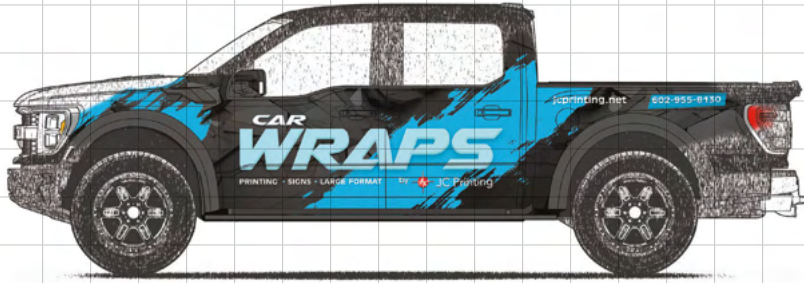


- FLEET & COMMERCIAL VEHICLES
- MARINE & RECREATIONAL VEHICLES
- TRAILERS, SEMI-TRUCKS & FOOD TRUCKS
- ARCHITECTUAL & WALL GRAPHICS

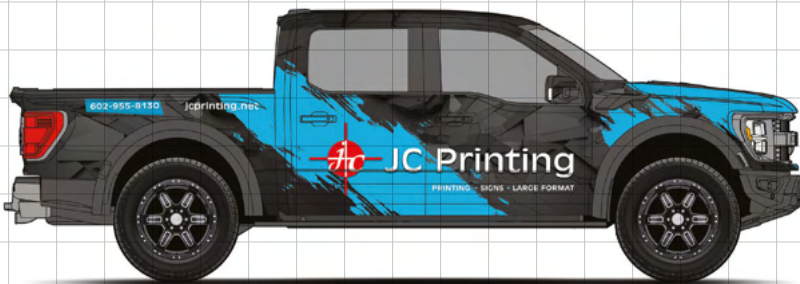


Our Vinyl and UV Overlaminate suppliers:





COLLABORATION • DESIGN • PRINT • INSTALL



Graphics applied to vinyl wraps and one-way perforated vinyl window film adds to your options of promotional branding for your business with applications not limited to vehicle wraps, aquatic and recreational vehicles, storefront window graphics, wall and floor graphics, and just about anything adhesive-vinyl will adhere to.

Also, a professionally installed full vinyl wrap will not harm what is underneath and may, in most cases, add a layer of protection to paint it is applied to and overall provides a professional look on behalf of your business.

Not looking to advertise? Just need some cool graphics applied to your conventional, recreational or marine vehicle? We have solutions for this ever-changing vinyl market. With options, such as, factory colored vinyl for solid color changing and textured vinyl for a difference in feel and look, we are sure to find an option that will satisfy you. A consultation with our sales team will provide options in this evolving vinyl market. ✌

Certified Professional &
Precision Vinyl Install

Some General Facts to Consider For Vinyl Applications:

- **Helps your brand reach your target market**
- **Wraps advertise 24/7, 365 days a year**
- **Best ROI for the advertising dollar**
- **97% of the population recalls ads seen on vehicles**

